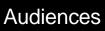
Super Audience Group: Business / Commercial					
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To	
X X	Licensed Entities	nursing homes, day care providers, long term care facilities, EMTs, paramedics, ambulance companies and cities, laboratories	renew license, obtain new license, review requirements,	Facility Licensure, Medicaid Certification, EMS, Laboratory, DOPL links,	
X X	Contracted Entities	Medicaid contractors, potential and actual RFI and RFP responders,	review requirements,	Medicaid, any program issuing RFI and RFP	
X X	Inspections, Investigators & Investigated Entities	entities for received complaints, inspections of licensed entities	standards, complaints, inspection results and/or reports,	Licensure, Medicaid Certification,	
⊠ ⊠	Purchasing Entities	contractors, potential and actual RFI and RFP responders,	review contracts, review requirements,	Any program issuing contracts, RFIs or RFPs	
Super Audience Group: Educators & Schools					
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To	
X X	Teachers	educators in all levels of education - pre-school to higher education,	health information, health data,	Heart Highway, Epidemiology, Gold Medal Schools, Health Data	
X X	Eduction Specialties	educators specialists - health teachers, school nurses, in all levels of education - pre-school to higher education,	health information, health data,	Heart Highway, Epidemiology, Gold Medal Schools, Health Data	
× ×	Students	students at any level of education	health information, health data,	potentially all sites	
X X	School Administration	school administrations, boards,	health laws, epidemiology, health information, health data,	Heart Highway, Epidemiology, Gold Medal Schools, Health Data	

Super Audience Group: Employees				
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To
X X	Employees	UDOH and local health employees, state employees	Employee services, HR information, UDOH news, research data, training, finance, building, conference rooms,	news and main site, Healthy Utah, HR services, state retirement,

			comerence rooms,	
	Super Audie	ence Group: <b>Genera</b>	al Public	
ank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To
X X	Family Record Keepers	birth and death certificates,	birth and death certificates,	
X X	Buyers of Health Information and Materials	purchasers of program materials,	current materials, ease in ordering, cost effective prices, method to purchase online	All site which provide materials and health information
X X	Report Completers	people and businesses which report to UDOH	ease of reporting, online access to reports, report formats, instructions, etc.	all site which accept or require reports
X X	UDOH Form Completers	people who fill out any forms for UDOH, businesses to require forms	online form submission,	potentially all sites which use or require forms
X X	Complaint Filers	people and businesses with public health complaints,	referals to public health services, follow up after resolution of complaints	
X X	Receivers of Updates	persons or businesses which receive updates from any UDOH program,	updated information, links for more details,	potentially all sites which update any information
Super Audience Group: Media				
ank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To
X X	Reporters	newspaper, TV, radio, magazine and other media information	new releases, health information, health data, contacts	potentially all sites

_		public health complaints,	resolution of complaints	
⊠ ⊠	Receivers of Updates	persons or businesses which receive updates from any UDOH program,	updated information, links for more details,	potentially all sites which update any information
	Super Audie	ence Group: Media		
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To
X X	Reporters	newspaper, TV, radio, magazine and other media information	new releases, health information, health data, contacts	potentially all sites



	Super Audie	ence Group: Medica	al Providers		
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To	
⊠ ⊠	All Health Care Providers	all medical and health service providers	policies, verication of Medicaid participation, disease information, health information, health data	epidemiology, immunizations,	
<b>X</b> <b>X</b>	Medicaid Providers	health care providers who serve Medicaid participants	patient verification, policies, reimbursement rates, status of payments, contacts		
X X	Allied Health Care Providers	EMTs, licensees, contracted Medicaid providers, physicians, physician offices, clinics,	medical information, disease information, health data, health information,	EMS, Licensing, USIIS, CHARM, Epidemiology, Laboratory, Health Data	
Super Audience Group: Officials & Agencies					
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To	
	Legislators	legislators and legislative staff	information on issues, program details, health information, health data		
X X	Public Health Agencies	local, state, federal, international, volunteer,	information on issues, program details, health information, health data		
X X	Legal Professionals	any legal professional that has responsibilities related to UDOH services and programs	contact information, data, copies of informative documents,	potentially all sites	
	Cupor Audio	ana Crauni Rasas	wa ha wa		
	<u>'</u>	ence Group: Resea	rcners		
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To	
⊠ ⊠	Researchers	medical or public health researchers, population and community research efforts, federal researchers, UDOH Internal Review Board (IRB)	health information, health data,		
× ×	Students	students at any level of education	health information, health data,	potentially all sites	

Super Audience Group: Utah Public					
Rank Program Site	Audience Name	Audience Description	Audience Needs, Use, Wants	Program Or Sites Linked To	
X X	Family Record Keepers	birth and death certificates,	birth and death certificates,		
X X	Potenial & Current Enrollees	potential enrollees, current enrollees, clients of our services,	enroll in our services, referrals to medical providers, referals to public health services, service information		
X X	Utahns Needing Help	Utahans with public health needs, medical needs, emergencies, looking for prevention services,	referals to public health services,		
X X	Medically Needy	those needing medical services, those needing public health services, potential enrollees,	referrals to medical providers, referals to public health services, enroll in our services, health information, service information		